

ABSTRAK

PT. Geo Dipa Energi (GDE) Dieng merupakan salah satu perusahaan yang bergerak dalam bidang penghasil energi panas bumi di Wonosobo. Kiprah PT. GDE sejauh ini sudah cukup dikenal namun munculnya persaingan yang semakin kompetitif, memacu GDE untuk mempertahankan citra yang telah di bangun melalui program *community development*. Berdasarkan hal tersebut, didapatkan rumusan masalah bagaimana analisis program CD PT. GDE Dieng Wonosobo dalam mempertahankan *corporate image*? Tujuan dari penelitian ini adalah menganalisis program CD PT. GDE Dieng Wonosobo dalam mempertahankan *corporate image*. Metode penelitian ini yaitu deskriptif kualitatif. Hasil penelitian ini menunjukkan bahwa, perusahaan dapat mempertahankan citra baik yang selama ini dibangun oleh perusahaan. Kegiatan CD memberikan pengaruh besar terhadap citra yang telah dibentuk perusahaan, dalam pelaksanaan program CD beberapa hal yang harus diperhatikan yaitu persiapan meliputi :tahapan-tahapan CD Tahapan-tahapan CD ini meliputi tahap pengkajian potensi masalah kebutuhn, tahap mobilisasi Sumber daya implementasi dan rencana, tahap monitoring dan tahap pembelajaran selanjutnya, pelaksanaan, dan evaluasi program, dan faktor penghambat dan faktor demi keberhasilan program CD, Faktor pendukung pada program CD perusahaan meliputi partisipasi masyarakat, partisipasi perusahaan, dan partisipasi pihak perusahaan. Faktor penghambat kurangnya partisipasi masyarakat, kurangnya kepedulian masyarakat, dan belum membangun hubungan yang baik dengan masyarakat. Program CD tentang pemberian bibit dan penanaman bibit eucalyptus dapat berjalan dengan baik, dan tergolong sukses karena citra yang terbentuk melalui program tersebut adalah citra positif bagi perusahaan.

Kata Kunci : *Community Development, PT. Geo Dipa Energi, Corporate Image*

ABSTRACT

PT. Geo Dipa Energi (GDE) Dieng is one of the companies that are engaged in producing geothermal energy in Wonosobo. PT GDE has so far been fairly well known, but the emergence of an increasingly competitive competitors, spur GDE to maintain the image that has been built through the community development program . Accordingly, the formulation of the problem on how does the PT GDE Wonosobo Dieng CD program analysis work in maintaining corporate image is obtained. The purpose of this study was to determine the PT. GDE Wonosobo Dieng CD program in maintaining corporate image. This research method is descriptive qualitative. These results indicate that, the company can maintain the good image that has been built by the company. CD activities provide a major influence on the image of the company which has been formed. In the implementation of the program CD a few things to be aware ie the stages of CD, inhibiting factor, and the success factor of the CD program. Activities CD provides a major influence on the image of the company which has been formed, in the implementation of the CD a few things to be aware of that preparation includes: the stages Stages CD This CD includes the assessment of the potential problems kebutuhan stage, stage of resource mobilization and implementation plan, phase monitoring and subsequent learning phase, implementation, and evaluation of programs, factors supporting the company's CD program includes community participation, government participation, and the participation of the company. Inhibiting factors is the lack of community participation, lack of public awareness, and not build a good relationship with the community. CD programs on provision of seeds and planting eucalyptus seedlings can run well, and quite successful because the image formed through the program is a positive image for the company.